

WATT, RETTEW & CLAY.

WATT, RETTEW & CLAY.

Store Closes Promptly at 6 P. M.; Saturdays, 10.

WATT, RETTEW & CLAY.

WATT, RETTEW & CLAY.

## We tell about our Men's White Shirts at 39c.

Truer worth was never stitched into a shirt than is to be found in the really splendid garments which we offer at 39c., six for \$2.25.

Ordinarily they'd be a half-dollar—they can't be matched for a cent less.

This description of them:—

They are made of the best Langdon cotton, with 1 1/2-inch deep linen single and double pleat bosoms. Neatly made eyelets. Reinforced back and front. Flat felled double stitched seams. Patent cushion neck bands. Extension plackets, arm and back. Made by the maker of one of the world's most famous shirts. Sold to us on condition that we would not re-sell them. We received in one shipment 250 dozen—the largest shipment of one shirt that ever came to Norfolk. Try to match it for half-dollar in any store in town—you can't do it. So we look upon it as an exceptionally good value at 39c.

Men's Navy Blue Jersey two-piece Bathing Suits—50c. Navy blue with white or red stripes, 75c. Men's Fine Balbriggan Shirts and Drawers—exceptionally good quality—3 garments for \$1. Men's Cambric Night Shirts—have no collars—cool and comfortable—50c. Pure Lisle Thread Sox—Hermesdorf

Dye. The regular 25c. Sox, at 6 pair for \$1. The famous "Doublewear" Collars—every new shape—2 for 25c. Men's White Kid Belts—covered buckles—25c. each. The new Prince of Wales, wide end Foulard Silk Club Ties—navy blue and colors—polka dots and plaids—25c. each.

## Regarding the excellent Ribbons at little prices.

The superiority of our Ribbons justifies us in emphasizing "the two special points of this sale,"—as follows:—

First—The Ribbons we offer are FRESH FROM THE LOOMS. Not a lot of out-of-fashion styles, that are dear at any price. Second—The values we quote ARE VALUES OF TO-DAY. They are not based on values that prevailed two or three seasons ago.

Best quality plain Taffeta Ribbons— all silk—very leading color, 36 inches wide, 15c. instead of 20c.; 4 inches wide, 17c. instead of 25c.; 1/2 inch wide, 20c. instead of 25c. Best quality all silk Double Faced Satin Ribbons—in every leading color: 3 inches wide, 25c. instead of 30c.

20c.; 4 inches wide, 35c. instead of 45c.; 5 inches wide, 40c. instead of 50c. The very newest effects in Pure White Ribbons—coral stripe and plaids— 22c.; 5 inches wide, 27c. and 45c.

Surely such ribbons as these are more to be desired than the sorts which found favor a decade ago.

## A repetition of the great Muslin Underwear Bargains.

Our to-morrow's muslin underwear prices will be so trivial that the machines which made the garments would balk in their duties could they but understand the absurdly little valuation which we place upon their excellent products.

We refrain from quoting prices. We will simply state that

the identical bargains which made our last Monday's effort so much to your liking, will greet you again to-morrow. Come.

### Summer Corsets.

The "American Lady" French corset—made of fine French batiste—light, cool and comfortable. The most popular corsets made. While built on French lines, it is better adapted to American women than are French corsets. \$1 a pair.

### Umbrellas. Parasols.

We keep telling about these unmatched umbrellas at \$1. And, we keep on selling them, too.

They are made of fine taffeta gloria—roll close—have lock rib frames—steel rods—self-cushion tops—silver swedges—silk tassels—and rich Congo handles. You can't match them anywhere under \$1.75—\$1 each.

### CHILDREN'S PARASOLS REDUCED.

The 50c. ones now 40c. The \$1.00 ones now 75c. each.

### Vest Bargains.

Our regular 5c. Bleached and Unbleached Ribbed Vests—special, 3 for 10c.

Our regular 12 1/2c. Silk Taped Vests—special, 10c. each.

## Without Slate or Pencil.

There are some economies which people try to demonstrate to ourselves as being advantageous; but we have to take a slate and pencil (figuratively speaking) to estimate such economies, and even then the task is a difficult one. On the other hand there are economies so palpable that ciphering is unnecessary.

Making purchases of life's requirements ought not to be an abuse, complex matter. You ought to be able to feel entirely at your ease and complacent on the subject, knowing that all there is gainable we will afford you.

That is what is known as "confidence."

You feel it toward us just as we feel it toward you.

It is the reason this store is such a busy place; and also the reason our patrons are satisfied people.

And every day we are making these economies more and more apparent unto you by applying to our relations those features which are contributive of the best and happiest association of value and small price.

This is only a little thought plucked out of a busy day, but it contains a world of import.

## Another Wash Goods Sensation!

### Magnificent 12 1/2c. Fabrics at 5c. a yard.

We have sold thousands, and thousands, and thousands of yards of pretty wash goods this summer at prices, in every instance, considerably lower than same qualities have ever been offered by any store in all Virginia—excepting none.

To-morrow we invite you to a distribution of the daintiest and most desirable 12 1/2c. fabrics that have left the looms this season. These goods are NEW, just from the mill, and are entirely different from any that have ever been on sale in Norfolk.

We took all the mill had, and we now ask you to share in the distribution.

The name, Organdie Applique, is French, but the fabrics and printings are distinctly American. As cool as the sheerest organdie but as sturdy as a Scotch gingham. White grounds with woven white lapet twinings, in a host of beautiful color combinations—30 inches wide.

### This very remarkable purchase will be on sale to-morrow at, instead of 12 1/2c. 5c. a yard.

A very sheer grade of Navy Blue Lawns with white polka dots—1 1/2 inch wide—sells regularly at 12 1/2c., here to-morrow at 5c. a yard.

Very rich Navy Blue Lawns, with white stripes, dots, scrolls and combination effects—10c. a yard. The magnificent Navy Blue Organdie Touraine with white dots—32

inches wide—the 25c. grade, at 12 1/2c. a yard. Another case of the 10c. Crash Linen, for separate skirts, 6c. a yard.

### This of Stockings.

Children's two-thread fast black Ribbed Stockings—extra heavy—double heels, toes and knees—very sturdy—sells 6 to 9c.—splendid 17c. value, at 12 1/2c. a pair.

Ladies' Prime Hermesdorf Black Stockings, beautiful cluster drop-stitch high quality Lisle thread, spliced heels and toes and double soles, 25c. a pair.

### Sun Bonnets.

The special low prices which prevailed here last Friday will hold good to-morrow.

Here they are:—

The 50c. Bonnets now 25c. The 75c. Bonnets now 50c. The \$1.00 and \$1.25 Bonnets now 60c.

### Washable Gloves.

A very exceptional quality of white chamois washable gloves, at 75c. a pair.

White Glace Kid Gloves, self and black, newest shape, 75c. a pair. The very newest shape, all pure Linen Collars for ladies, 3 for 25c.; 10c. each.

### Boys' Wash Suits.

Think of the beauty and wear that goes with these sturdy washable suits at half a dollar.

Natural linen and striped navy blue effects—deep sailor collar trimmed with braid—embroidered anchor on shield front—splendidly made—all sizes—

50c. each.

We have better grades, of course.

Six styles at 75c.

Five at \$1.

75c. Black Serge, 50c.

There's been sold many a yard of Serge at 75c. that was not a whit better than the one we are proud to show at

50c. A YARD.

It measures full fifty inches wide—is all pure wool—beautiful black—fine, even weave.

Handsome Woven Satin Stripe Figured Wool Cloves, in all the pretty summer colorings. Instead of 60c., we price it 35c. a yard.

### Notion News.

What other store looks after the needful trinkets so well as Watt's? None.

Here's a handful of little things at newly little prices—they'll interest you.

Good Curling Irons, any size, 5c. each. Kid Curlers, 3, 5, 8 and 10c. a dozen. Crimped Hair Pins, 2 packs for 1c. Hair Pin Cabinets, containing all styles and sizes, 4c. each. Good Dress Pins, 1c. a paper. English Brass Dress Pins, 5c. paper. Mourning Pins, 1c. a box. Shell Hair Pins, 5c. a dozen. Nickel Safety Pins, all sizes, 2 dozen for 1c. Lavender Smelling Salts, 10c. bottle. Satin Belt Hose S. porters, all colors and sizes, regularly 25c., to-morrow, 15c. a pair. Madame Galt's Skirt Supporters, regularly 25c., to-morrow, 15c. a pair.

### New Bathing Suits.

Beautiful quality Black Sicilian Bathing Suits, with deep white Sicilian sailor collars finished with full size sailor knot.

These garments are well made, and fit as they should.

Instead of \$4 we ask \$3.25 a suit.

Children's Suits, 50c., \$1.75 and \$2.00 each for children 10 to 15 years. Men's Suits of Navy Jersey Cloth, 60c., with red or white stripes, 75c.

## We alter Matting prices.

### Interesting to home-furnishers.

Here's a matting surprise for you, and, if you are a Matting wanter, you will appreciate it.

Excepting the \$4 and \$6 grades, we will, from to-morrow on, allow

A TEN PER CENT. REDUCTION ON ANY ROLL OF MATTING IN THE STORE.

This is equivalent to a 25 per cent. reduction made by any other dealer in Norfolk. And, if you have done any matting pricing at all you will readily agree with us.

## Remnants of Table Linens.

### Excellent Damasks at little prices.

Just the lengths you want—2 to 3 yards each. And, they are ends of the most desirable damasks that find sale at this best-of-all linen stores. Where so much linen selling is done, she lengths gather quickly. In order to dispose of them.

ALMOST HALF-PRICE.

We also tell of some good opportunities in White P. K.—as follows:

Remnants of solid color and striped P. K. Lengths from 2 to 8 yards. The 37c. grade at 19c. a yard. The usual 10c. White P. K. at 12 1/2c. a yard. The 20c. grade at 15c.

The usual 25c. White P. K., heavy cords, welts and checks, 20c. a yard. The usual 37c. White P. K., fancy weaves, welts and cords, 25c. a yard.

## Again we tell of the Shirt Waist Reductions.

You who "know a thing or two" appreciate such price changing as has been made in our various lines of Shirt Waists.

OUR 50c. PERCALE SHIRT WAISTS, NOW 25c. OUR 25c. PERCALE SHIRT WAISTS, NOW 12 1/2c. OUR \$1 FIGURED P. K. SHIRT-WAISTS, NOW 50c. OUR \$1.25 HANDSOME WHITE LAWN WAISTS, NOW 89c. OUR \$1.50 HIGH GRADE WHITE P. K. WAISTS, NOW 95c. OUR \$1.75 MAGNIFICENT WHITE LAWN WAISTS, NOW \$1.25. OUR \$1, \$1.25, \$1.50 and \$1.50 COLORED PERCALE WAISTS AND SOLID COLOR P. K. WAISTS, NOW 75c.

### New Wrappers. \$1.

Splendidly made Lawn Wrappers—have deep flounce—pointed yoke back and front edged with lace—Watteau pleat back—lace trimmed belt.

\$1 each.

Others at \$1.25, \$1.50. \$2 and \$2.50.

Of white India Linon at \$1.50, \$2, \$2.25 and \$2.50.

### Canopies.

Look out for the "Kissing bugs." They light upon you while you sleep. Get a canopy. Price hints:

At 50c.—72-inch deep—8 yards around. At \$1.25—90 inches deep—3 yards around. At \$1.75—100 inches deep—10 yards around. At \$1.85—108 inches deep—11 yards around. At \$2—The famous "Dixie" Canopies—can be attached to either metal or wood bed—made of finest net—full double-bed size.

### Beauty Pins.

Black and Gold Beauty Pins—6 for 5c. Roll plate Beauty Pins, with jewel settings—turquoise, garnets, etc.—3 for 10c.

Extra heavy Roll Plate Beauty Pins—will not tarnish—10c. a pair.

### CYRANO CHAINS.

And Pearl Beads, 10c. and 25c. Turquoise and White Coral, Turquoise and Pearl Beads, 15c. and 25c. Beads, 25c.

Black Jet, in bright and dull, 25c. BELT BUCKLES—Oxidized Black Enamel, French gray, gilt and colored enamel, 10c., 15c., 25c. and 50c. each. An entirely new line—just opened.

JET BELTS—Very handsome effects—turquoise, steel and jet butterfly buckles—15c. each. An exceptional good jet belt—half-dozen new and odd shape buckles, 4c. each. worth 8c., \$1 and \$1.25 each.

COMBS—New Empress and Empire Combs—10 and 15c. BELTING—New Elastic Black Silk Belting—6c. a yard.

### Butterick Patterns for August are ready.

Every new fashion is shown. Exclusive patterns that appeal to every woman.

Fashion Sheets, free; The Delineator, 15c.; Glass of Fashion, 7c.

### 62 1/2c. Val Lace, 37 1/2c.

Here's another lace upheaval. We've a splendid lot of 1/2, 3/4 and 1-inch wide Val Laces—beautiful patterns—that can't be matched anywhere under 50 and 62 1/2c. We price them

37 1/2c. A DOZEN YARDS.

ELDERIDGE "B" SEWING MACHINES \$19 and \$20 each.

# WATT, RETTEW & CLAY.

## A WEEK IN SOCIETY

(Continued from Sixth Page.)

ter left the N. Y. P. & N. wharf at 3:01 o'clock with a merry party on board, bound for Old Point, there to spend the evening gaily dancing to the inspiring strains of music rendered by the Artillery School Band at the Myrica Hotel. Despite the rain, the evening passed most pleasantly, and all enjoyed the evening to its fullest extent. Mr. and Mrs. Joseph Culpeper and Mr. and Mrs. Dawson, of Maryland, acted as chaperones on this enjoyable occasion, and those who made up the party were: Miss Margaret Delt, of Suffolk; Miss Charlotte Woodside, of Baltimore; Miss Mary Tayloe, of Washington, N. C.; Miss Jennie Brimer, of Baltimore; Miss Lumsdy, of North Carolina; Miss Virginia Wilcox, of Charles City; Misses Annie Mayer, Elsie Davenport, Mary Williams, Mary Lou Broderick, Annie Delt, Daisy and Madge Drummond, Fannie Culpeper, Ethel Hardy, Alice Old, Florence Waddy, Janis Gresham, Louie Sharp, Emily Baker, Ruth and Emily Wilson, Mrs. Wheatley, of Washington; Messrs. Lane, Richard Cohoon, Marshall Dey, Gray, Washington Taylor, Jr., Reginald Smith, Tansal Smith, Burnley Langford, Willis Culpeper, Garrett Smith, Thomas Starke, Charles Bowdoin, Robert Hughes, Jr., Moore and Roland Culpeper, William White, Jr., Russell Hardy, John Pearce, Otto Scharch, Yeatman Burroughs, Walter Sharp, Theodore Rogers, Tempila Licklider, Victor Browne, Livius de Bordenave, Walter and Murray Priest, Leil Blamire, Peters, Counselman, Gilliam and Wentworth Nicholas.

Mrs. Arrington, of Petersburg, is visiting her niece, Mrs. Joseph Peebles, on York street.

On Monday evening a very delightful sailing party was given by Mr. Walter H. Taylor, Jr. The party was given in honor of Miss Bena Harrison, of Leesburg, Va., who is stopping at Virginia Beach, and was most successful in every way. The evening

was fine and the "Westwind" sailed to Sewell's Point and back under a fair wind. Delectable refreshments were served on board and greatly enjoyed.

Miss Katherine Heath entertained Misses Ruth and Mary Ferebee and Miss Louise Heath very delightfully at the Willoughby Club on Wednesday evening. Mrs. Heath chaperoned the party.

Miss Hodges, of Ellikott City, Md., is the guest of Miss Nannie Waddy, on Duke street.

Miss Howen, of Baltimore county, Md., is stopping at Mrs. Pollard's cottage at Virginia Beach.

The Redford family, who have been at Virginia Beach for several weeks, returned to their home in Richmond last week.

Mrs. Frank Nash left last week to visit friends and relatives in Emporia and Greenville.

Miss Bessie Prince, of Courtland, is the guest of Miss Fannie Culpepper.

Miss Mary Taylor, of Petersburg, is visiting Miss Sallie Peebles, on York street.

Miss Bena Harrison, of Leesburg, Va., is at Virginia Beach.

Miss Evans, who has been the guest of Mrs. J. Pendleton Herbert, on Dinwiddie street, Portsmouth, is now visiting her sister, Mrs. Martin, at Roland Park, Baltimore.

Mrs. John Taylor McNair and family are at the Ocean View Hotel.

Mrs. William V. Davis, of Savannah, Ga., is visiting her mother, Mrs. Bonney, on Highland avenue.

Miss Ethel Brown Herbert, is entertaining two college friends, Miss Vaughan and Miss Wright, of North-western Virginia, at her home, on Dinwiddie street, Portsmouth. Miss Herbert will be a most charming debutante this coming winter.

One of the most delightful affairs en-

joyed by the younger set this summer was the dance given Thursday evening by Misses Mary Lou and Alice Hoggard at their home, on Broad Creek. Mrs. Merritt played in her usual charming style for the dancers, and delightful refreshments were served during the evening. It was after midnight when the music ceased, and the young people piled into a large picnic wagon and drove back to town.

The usual Saturday afternoon reception was given at the Country Club yesterday, and quite a number went down to enjoy the cooling breezes and partake of the refreshments which were served. These receptions will be given until the first of August, when they will be discontinued until October.

Miss Sallie Boyce, of North Carolina, is visiting Miss Florence Peebles, on York street.

Miss Ellen Baylor, of New York, is the guest of Mrs. George Jones, on Granby street.

Miss Marie Woodward, who has been the guest of Mrs. A. E. White, on Freemason street, has returned to her home, in Suffolk.

Miss Anna Taylor left last week to sojourn the remainder of the summer in the mountains of Virginia.

Mr. Bird Barclay is visiting Mr. Joseph Peebles, on York street.

Mr. Leigh Gordon left last night to spend the summer at Capon Springs.

Mrs. Charles S. Smith, of Macon, Ga., is visiting her parents, Mr. and Mrs. John Walker Baylor, at their home, Bowden Ferry Road.

### VIRGINIA BEACH.

LADIES' EUCHRE CLUB—ENTERTAINMENT—PERSONAL.

Virginia Beach, July 15.—The past week has been marked by several pleasant entertainments, of which the Ladies' Euchre Club meeting, held in the spacious cottage of Mrs. Hayes, of Richmond, has been by far the most delightful. This club of forty ladies was reorganized for the season Wednesday, and a committee of three sent to Nor-

folk to secure prizes. The first, a fine carbon portrait of the Countess Potoki, was won by Miss Emily Gray Baker, the guest of Miss Gordon. The consolation, drawn by Miss Sutton, of Richmond, was a very fine hammock, while Mrs. Hendon secured the booby prize, a water-color sketch. The next meeting will be held in the cottage of Mrs. R. P. Holland, Thursday morning, July 20th.

The Seven-Hand Euchre Club has held three meetings, prizes being given at each one.

Miss Bessie Chamberlaine was the guest of Miss Vaughan during the past week.

Mr. George Maury, of New York, arrived at the Princess Anne yesterday, bringing a party of young ladies with him. This is Mr. Maury's third summer here.

Ex-Governor Cogg, of North Carolina, arrived this morning to visit his son.

Mrs. H. W. E. Glover, with Miss Cleborne, has taken the Fisher cottage for the remaining summer months.

Mrs. William Camp, Misses Gordon and MacDonald left for a short visit to Richmond this morning.

Miss Lily Fahn is the guest of Mrs. John Egerton.

### Announcement.

We are pleased to let our patrons and friends know we have opened a branch at Saratoga Springs for the summer months. Having a corps of competent fitters at home we will continue to serve our customers at reduced prices in the same artistic style. We intend sending sketches of gowns seen at the races and other fashionable places each week. We have a few tailor suits left, which we will sell at half-price. Arthur Morris, 62 Columbia building, Granby street. July 16-17

### Eyes Examined Free.

Dr. A. Week manager of the optical department of the Gale Jewelry Company, will examine your eyes free. Defective vision and complicated cases specially invited to call. July 16-17

### BENNETT'S CRADLE.

Within my lonely chamber stands a little bed Decked with coverlet as white as snow. And a dainty pillow, where a golden head Nestled in the happy long ago.

'Twas here my little angel blue-eyed Bonnie slept. My only flower and life's once cherished joy.

And o'er that little cradle these many years I've wept. For it brings back the image of my boy.

In dreams I oft behold him in yonder azure sky. With light shining in his yellow hair. Then walking towards his cradle, I turn with weeping eyes.

But I look in vain, for Benne is not there.

Then bitter disappointment my spirit overwhelms. His infant charms. Oh! could I but forget!

But I know he's with the angels in yonder golden realm. While here I sit and dream with lashes wet.

—HELENA A. PFEIL, Norfolk, Va., June 29th, 1899.

## La Mode Millinery.

All Hats trimmed and untrimmed will be sold at reduced prices.

During the months of June, July and August we will trim all hats bought of us free of charge.

LA MODE, MRS. H. POSNER.

## WATCH Watcher Watchers

There are always watchers for an opportunity to purchase genuine bargains such as we are offering during our SPECIAL DISCOUNT SALES.

Watch our advertisements and you will not go wrong to purchase the specials we are offering. A watch as low as \$1. The best Fountain, 14 Gold Pen. The best 11 articles made, usually selling at \$1.25 to \$1.50. All large articles must be sold, as we are absolutely compelled to get them out of our way for reasons mentioned later. Now watch, watch and avail yourself of a fine opportunity.

C. F. GREENWOOD & CO., 318 MAIN ST.